

Sector-Based Approach to Energy Efficiency: Commercial Real Estate

Commercial real estate as a sector has been identified through a market characterization study to hold tremendous potential for energy efficiency savings. The Mass Save® program administrators recognize that customized approaches to this sector will better enable them to acquire all cost effective energy efficiency. The program administrators' proposed three-year plan for energy efficiency programming from 2013-2015 states the intention to develop a road map to better serve this sector, which is a challenging project given the diverse nature of property ownership and management practices and split-incentives between owners and tenants.

To support the development of the utilities' road map, the Department of Energy Resources and Northeast Utilities jointly launched the Commercial Real Estate Working Group (CRE WG). The CRE WG, which has met regularly since spring 2013, is composed of representatives from the real estate industry, utilities, state and city government, and program administrators. The CRE WG is guiding a research initiative that will identify approaches to integrate energy efficiency program offerings within commercial real estate market operations and maximize savings opportunities in the sector.